

# EFFECTIVE OUTREACH AND ENGAGEMENT STRATEGIES

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NEIGHBORHOOD  
ASSOCIATION  
OUTREACH AND  
ENGAGEMENT  
TRAINING

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# TODAY WE'LL COVER...

- 1. OUTREACH AND ENGAGEMENT 101**
- 2. WHO, WHAT, WHEN, WHY AND HOW**
- 3. MOVING OTHERS TO ACTION**

# OUTREACH AND ENGAGEMENT: WHAT'S THE DIFFERENCE

## OUTREACH

- **Communications strategies you use to teach others about your work.**
- **You're reaching out.**

## ENGAGEMENT

- **Opportunities for people to become directly involved in your work through active participation.**
- **You're bringing them back to join you.**

# WHY DO IT?

## **OUTREACH**

- People understand who you are
- People understand the value of your work

## **ENGAGEMENT**

- Builds legitimacy and ownership for your work
- Builds stronger bonds and sense of community
- Helps achieve goals of the organization
- Divides up the workload

# THE SPECTRUM OF ENGAGEMENT

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## Outreach

- Website
- Facebook
- Newsletter
- Neighborhood welcome packet

## Engagement

- Annual meeting
- Survey
- Committees
- Neighborhood projects
- Liaisons to boards
- Candidate forums

## Advocacy

- Position papers
- Fundraising for ballot measures
- Testifying at boards or commissions

**WHAT'S  
YOUR  
WHY?**

# THE WHO, GENERALLY SPEAKING

- **Neighbors**
- **Minorities**
- **Youth**
- **Businesses**
- **Faith Communities**
- **Schools**
- **Non-profits**
- **Law enforcement**
- **Government agencies**
- **Local elected officials**



# THE WHO, IN BEND SPECIFICALLY



- Homeowner association leaders
- Latino Community Association
- Bend Chamber of Commerce
- Nearby business owners
- School administrators in your neighborhood and youth clubs
- Interfaith Council and faith leaders in your neighborhood
- Non-profits aligned with your goals like Commute Options
- City of Bend City Councilors
- City of Bend Police

**WHO'S**

**YOUR**

**WHO?**

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WHAT CAN YOU ACCOMPLISH?

“HOW PAINTING CAN  
TRANSFORM COMMUNITIES”

Artists Jeroen Koolhaas and  
Dre Urhahn on the  
importance of the  
neighborhood barbeque

**WHAT'S  
YOUR  
HOW?**

# MOVING OTHERS TO ACTION

1. Get the priorities straight
2. Show some respect
3. What's their goal in all this?
4. Make the game plan
5. Clarify the commitment
6. Confirm the agreement

\*Lion Heart Consulting, 2009

LOCAL SUCCESS STORIES

**WHAT'S YOURS?**

# PITFALLS

- TIME  
MANAGEMENT
- CELEBRATING
- EVALUATION
- FOLLOW  
THROUGH



# BACKWARDS PLANNING

- Also called a Tick Tock
- Start from the end
- Build in important dates and events first
- Build in realistic time frames
- Work all the way back to the present

**WHEN'S  
YOUR  
WHEN?**